

Nigel Collin

# Start where you are



There's an old zen koan (story) of a wealthy man who wanted to build a new house. He wanted a three story dwelling so he could look out over his land and marvel at the beautiful landscape for many miles around and, more importantly, because the higher one lived, the higher one's status.

And so he contracted highly skilled builders to build his beautiful home and being a busy man himself left them to begin and do what it was he was paying them to do and set off on his business travels. Upon his return several weeks later he decided to see how they had progressed.

To his horror he found that they had started only on the ground floor. 'Why have you not begun work on the top floor?' he cried. There could be no status living on the ground floor and much loss of face.

The builders of course explained to the wealthy man that they must start at the bottom before they could begin to move up to the next floor and ultimately the top floor. But he wasn't happy because he didn't want the other floors, he only wanted and desired the third floor. The others were not needed.

Many business leaders and entrepreneurs are like that. They set out with massive visions and write enormous BHAGs (Big Hairy Audacious Goals) and get miffed if it doesn't happen fast enough. They want to jump straight to the

endgame. Many managers are like that as well. They want the yearly budget done by September, or need the return on their innovation investment before the product is ready.

Yes having a vision is vital because otherwise how do you know where you are going. Having goals are vital because they make your vision a reality. Without either business doesn't grow.

But...

Business growth takes time. Meeting budgets takes time. Developing your people takes time. In order to get to the endgame, whatever your vision and whatever your goals are, you need to work meticulously on getting every stage right and complete before you move onto the next. Always remember that business is a game of inches.

Like the top floor, your business will only be solid, secure and lasting if you take the time to build everything on the way up correctly.

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## About the Author

A master communicator and interviewer, Nigel is passionate about distilling the behaviours and knowhow of hugely successful people into practical and lasting strategies and insights.

Having interviewed many of Australia's top entrepreneurs, business leaders and owners. In April 2013, as founder of Ingenious



Oz Project he began on a series of solo motorcycle trips throughout Australia to discover ingenious Australians and share their stories. His quest is to inspire the ideas of a Nation.

He has spoken at countless conferences and his work has taken him around the globe. He has advised Ministers of Parliament, C-Suite executives, and entrepreneurs. Organisations in a myriad of industries including IT, Franchise, Events, Marketing, Finance, Pharmaceuticals, Government and Telecommunications have benefited from his experience and expertise.

Nigel built Absurd Entertainment, one of the first entertainment companies to design and create entertainment specifically for events. He worked extensively on the 2000 Olympics, was entertainment advisor at the Paralympics, grounds entertainment producer of the Sydney Royal Easter Show for 6 years and still holds the accolade of being show director for Australia's largest ever corporate event in 2005.

He is an alumni of the Disney Institute, Ambassador for Start-up Australia, a Ted-Xer, and author of two books with a third in production titled "Game of Inches"

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